

**National Infant Immunization Week April 22-29, 2006**

**Love them. Protect them. Immunize them.**

**Working together with Vaccination Week in the Americas**

**Vaccination: an act of love**



National Infant Immunization Week Public Service Announcement from the  
U.S. Department of Health and Human Services and the  
Centers for Disease Control and Prevention

[Date]  
[Editor's Name]  
[Station]  
[Street Address]  
[City, State Zip Code]

### Sample Spanish Pitch Letter

Dear [Ms. Editor:]

Immunizations are among the most important things parents can do to protect their children's health. Getting this information to parents is a goal of National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA), April 22-April 29.

NIIW is an annual observance established 12 years ago by the U.S. Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) to remind parents, health professionals, and the public that infants deserve a healthy start by immunizing them against vaccine-preventable diseases.

To support NIIW-VWA, HHS and CDC produced a 30-second Spanish-language PSA, "Keeping the Promise." The PSA stresses the importance of immunizing and protecting children by age two from vaccine-preventable diseases, and includes knowledge gathered through several years of focus group testing with Latina mothers in the United States. It features the celebration of healthy life by keeping the promise to fully vaccinate infants by age two. The upbeat PSA shows family involvement, in protecting a child's health.

The PSA is available on broadcast quality Beta SP tapes produced digitally. The PSA is set to begin airing during NIIW-VWA and is intended to be broadcast through April 2007. We hope that your rotation can coincide with this schedule.

If you have any questions regarding this PSA, please feel free to contact [your name], by calling [your phone number] or via email at [your email address].

I am sure your readers [listeners, viewers] will be grateful to you for bringing them information about immunizations and how they can help keep their children healthy. I will give you a call in a few days to discuss your interest.

Thank you very much for your help.

Sincerely,

[Name]  
[Title]